

Music of Christmas Time 8:00—Carols by voice and organ. Noon—Brass Octet will play old carols, followed by Chimes. 5:15—Grand Organ and vocal quartet.	WANAMAKER'S	Store Opens 9 A. M.	WANAMAKER'S	Store Closes 5:30 P. M.	WANAMAKER'S	WEATHER Cloudy
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# Great Stacks of Gifts That Won't Look Like Eleventh-hour Selections

**Following the Bugle Signal That Opens the Store Doors**

the great St. Louis Exhibition Organ (now enlarged to warrant the statement that it has no equal in this or any other country) peals forth the world's best Christmas music.

A thousand voices swell the chorus, linking these morning sings to the Angels' song at Bethlehem that first morn.

**It Is a Great Honor**

to have such a gracious company enjoy the spacious halls and the central Court of Honor. It seems to electrify the day to all who live in the Store, having the duty of service. Some people say that these services are as impressive as those in St. Paul's, at London, or Westminster Abbey.

**It Is Quite Certain**

that the like of these daily morning fifteen-minute assemblies of young and old, rich and poor, of all creeds, colors and countries, is not known elsewhere in the United States.

**The Spirit of the Store Is Its Best Thing**

It is to live up to the music and the principles that have grown up in the Store that has celebrated

**Over Fifty Christmases**

Tomorrow will find us clean and sweet and true to show the best we have which even yet remains in ample assortments. The holly greens and berries are in sight, and there's a welcome in the air.

[Signed] *John Wanamaker*

Dec. 23, 1918.



## Come in and Hear the Christmas Carols

**Musical Programme for Tuesday, Dec. 24th**

9 A. M. Grand Organ and singing of carols.  
 11:55 A. M. Old carols rendered by Brass Octet.  
 5 P. M. Specially arranged programme, including:

J. W. C. I. Military Band	Brass Octet
Grand Organ	Double Mixed Quartet

Christmas Selections, including old English and Russian Carols, rendered by St. Mark's Choir, under direction of Lewis Wadlow. Ensemble Carol Singing, in which all are invited to join.

And from 10 A. M. to 5 P. M. inclusive, carols and chimes will be played on the hour.

SO, after all, you didn't get through entirely with your Christmas shopping on Saturday, in the way you'd planned to do?

Well! you're not the first, nor yet the last, to undergo that experience.

You'll meet the others in Wanamaker's.

And at Wanamaker's you'll meet a Store in as gay holiday feather, and as ready trim to serve and suit you as though it were the opening day of the Christmas shopping season, and you were a first-minute, rather than a last-minute shopper.

Flags are flying their salute to you and to King Christmas, whose step is almost at the door.

The lavish beauty of thousands of jewel-like lamps and of other beautiful and unusual decorations emphasizes the welcome.

To it all and through it all is added the rich and thrilling voice of the Great Organ, uplifted in the splendid hymns and sweet carols of the season, which invite hundreds of hearty voices to mingle with them to

—“repeat the bounding joy”—

and carrying their messages of cheer and good-will into the farthest and busiest corners of the big Store, binding together the varied incidents of this busiest, perhaps most hurried of days into one sweet and significant relation: That of **GIVING**.

Some one looks up and says: “There! I haven't heard ‘Antioch’ in years—and never heard it rendered in that wonderful way. Glad I had something to bring me in to Wanamaker's, after all.”

SHE spoke from the standpoint of sentiment. But from the standpoint of practicality, most people who finish their Christmas shopping here will be glad both that they finished it and that they finished it here.

**You Could Buy Furs at Half Past Five Christmas Eve—**

and make your selection in great hurry, but even then with perfect satisfaction and safety, for you'd get good furs and fashionable furs—for that's the only kind the Wanamaker Fur Salons sell!

Furs were never lovelier than they are this year, and if there's somebody on your list to whom you wish to give something very nice, a fur coat, a set of furs or one of the delightful little fur novelties may precisely fit the need.

(Second Floor, Chestnut)

**The Handiness of a Fine Handbag**

is more than ever apparent today. You can count on it to make a welcome and a useful gift.

Here is the most extensive assortment of handbags in Philadelphia. Handbags of velvet, silk and leather and beaded handbags. In every imaginable size and shape.

You can get one for a few dollars or you can pay a hundred dollars.

(Main Floor, Chestnut)

**Shawls and Cushions**

are a few of the things that we noticed as we went through the Art Needlework Store. Shawls of Chinese embroidered silk, of plain camel's hair and soft checked wools; baskets and cushions of gold lace and tapestry; handy trifles of leather—far more than we can set down here.

(Second Floor, Central)

**Negligees and Silk Petticoats**

are only two of the things the Underclothes Store has to offer the last-minute purchaser—there are also dressing sacques of all sorts, boudoir caps, fancy aprons and Philippine embroidered undermuslins in large as well as regular sizes.

(Third Floor, Central)

**Silk Hosiery Specials Suitable for Gifts**

**Women's Silk Stockings**

\$1.25 for black, white and colored thread silk, “firsts” and “seconds.”

\$1.50 for white and colored all-thread silk, “seconds.”

\$3 for first grade accordion-ribbed boot silk.

**Men's Silk Half Hose**

\$1.50 for first grade accordion-ribbed full-fashioned silk.

(West Aisle)

**No Matter What the Weather Is on Christmas You Can Give a Girl a Raincoat—**

and know that she'll be glad to get it, for it is such a good, year-round kind of present.

Raincoats with hats to match for girls of 6 to 14 years; other styles of raincoats for girls who wear 14 to 20 year sizes.

And the prices and styles are right.

(Second Floor, Chestnut)

**Have You Thought of—**

**B**EWITCHING furry things for small children—caps, coats, coach covers? Find them in the Children's Store with lots of other matters, including the sweetest of little bonnets. (Third Floor, Chestnut.)

**S**ILK petticoats for young girls? They are plain and changeable, light and dark, frilly and more frilly. (Third Floor, Chestnut.)

**A** SPLENDID set of furs? One instance in the Fur Salon is a superb set of natural fisher, very dark, very rich in texture, and priced \$600. (Second Floor, Chestnut.)

**F**INE shoe buckles? Your choice of cut steel, cut bronze and rhinestone in the Exclusive Little Boot Shop. Here also are charming mules. (First Floor, Market.)

**A**RTIFICIAL silk socks for some youngster you know to wear in the Spring? 50c a pair. (First Floor, Market.)

**W**OOL golf stockings for that boy? They are pretty scarce in the market, but here are some exceptionally good ones for \$3.50. (First Floor, Market.)

**A** WOOL hug-me-tight for the chilly mortal? A good many styles at \$2.50 to \$6. (First Floor, Market.)

**G Is for Gifts—and for Gloves—**

and they are synonymous about this time of year!

Still plenty of sizes—plenty of styles—and gloves for everybody in the Wanamaker Glove Store.

New, warm-lined gloves for women, men and children; plenty of comfortable, warm motoring gloves and lots of dress gloves—for which there will soon be plenty of use.

(Main Floor, Central)

**Three Words as Reminders**

**Books Books Books**

(Main Floor, Thirteenth)

**House Slippers Are Good Gifts to Decide On**

They make nice extra gifts, too, from one member of the family to another.

Men's house slippers, 75c to \$6.  
 Women's house slippers, \$1 to \$8.

And we have some Indian moccasins at half price or less for every member of the family. Prices range from 75c for infants' sizes to \$1.75 for men's sizes.

(Men's, Main Floor, Market)  
 (Women's and Children's, First Floor, Market)

**Most Women Could Use Another Shirtwaist—**

and most of them would be glad to get one!

Cotton blouses, of voile, of batiste or lawn, simple or fluffy, plainly tucked and trimmed, or with insertions of lace and embroidery, \$3 to \$15.

Crepe Georgette or crepe de chine blouses in white, flesh color or the pretty suit shades, in ever so many new and delightful styles, \$6 to \$45.

(Third Floor, Central)

**90 Mosul Rugs Just Opened—\$35 and \$49**

Here is a fine opportunity for last-minute gift seekers.

These pieces are all of excellent quality, in good colors—reds, blues and ecru—and they glow with a lustrous sheen.

Mosul rugs of such general utility that they have for years been in favor for Christmas gifts, and we are very glad to have such an interesting shipment as this to offer tomorrow at moderate prices—\$35 and \$49 for sizes approximating 3.6x6.6 to 7 feet.

(Seventh Floor, Central)

**Cameras**

They open a new world to their owners—not to mention the pleasure of making records of all manner of beautiful and interesting things, or the other pleasure of developing and printing the photographs one's self. However, the Camera Shop does developing very well.

Cameras are \$2 to \$60.

(Main Floor, Chestnut)

**Opera Glasses**

As long as theatres exist there will probably be need for opera glasses, and it's always safe to give a pair of good lenses to any theatre-goer who hasn't some already. Prices are \$4 to \$25.

Tourist glasses, \$11 and \$15.

(Main Gallery, Chestnut)

**Everybody Uses Umbrellas**

Even down to the youngest of the family who proudly owns a baby size! We can't give the details about any particular style of umbrellas for people are buying them right and left; we can only say that we shall have plenty up to the last minute for men, women and children.

(Main Floor, Market)

**Handkerchiefs? Yes—Piles of Them!**

Great snowy mounds of them—handkerchiefs for men, handkerchiefs for women, handkerchiefs for children.

Still plenty of the plain hem-stitched sorts—and these are always good; still one-cornered effects for women; lots of dainty colored squares, initials for everybody and gay little decorated squares for children.

Pay as little or as much as you like—15c to \$15 apiece!

(Main Floor, Central)

**Corset Accessories**

are often extremely welcome little things—garters of satin ribbon, simple and not-so-simple; fetching little pink satin and lace bandeaux, these especially liked by young girls, and brassieres of linen, lace and plain satin, some of them for large women.

All in the Corset Salon.

(Third Floor, Chestnut)

**China and Cut Glass You Can Choose in a Jiffy**

<p style="text-align: center;"><b>China</b></p> <p>Cake plates.                      Chop dishes.                      Cracker and cheese dishes.                      Chocolate sets.                      Cake sets.                      Berry sets.                      Ice cream sets.</p>	<p>China bonbon dishes.                      Sugar and cream sets.                      Fancy tea pots.                      Pottery vases.                      Plates, dozens or half-dozens.                      Cups and saucers, dozens or half-dozens.</p>
<p style="text-align: center;"><b>Cut Glass</b></p> <p>Sugar and cream sets.                      Cheese and cracker dishes.                      Candy jars.                      Berry bowls.</p>	<p>Bonbon dishes.                      Mayonnaise dishes.                      Celery trays.                      Salt and pepper shakers.                      Oil or vinegar cruets.</p>

(Fourth Floor, Chestnut)

**Men's Collars and Caps of Alaska Seal**

The collars are the sort that can be snapped on to a man's dress overcoat or any other overcoat; they are shaped and of the very finest Alaska seal. Price \$100.  
 Caps of the same seal are \$60.

(Main Floor, Market)

**No Man Ever Has Too Many Neckties**

Especially too many fine and fashionable neckties, such as these we are selling by the thousand. Any style or color you like. Prices 50c to \$3.50.

(Main Floor, Market)

**Of Course He Wants Silk Shirts**

One or two of these fine silk shirts make a nice gift. Half a dozen make a fine gift. As for a dozen—oh, my! Prices \$5.50 to \$10.

(Main Floor, Market)

**Finest Velour Hats We Have Yet Had for Men**

A new lot that were delayed in transit but just got here in time to make handsome gifts. By long odds the softest, richest, most lustrous velour hats of the year. Prices \$15 and \$18.

(Main Floor, Market)

**Quilts and Blankets Are Good Last-Minute Gifts**

Reliable kinds are here in ample choice, ready for quick selection. Hundreds of pairs of blankets are selling at special prices, from \$8 to \$45 a pair, with a good choice at different prices in between.

Down-filled quilts, always very popular for gifts, but never more so than this season, are \$10 up to the superlatively fine eiderdown ones at \$45 each. All the down quilts we sell are made in our own factory.

They are home-gifts that are sure to satisfy.

(Sixth Floor, Central)

**Four Suggestions From the Linen Store**

Guest towels of pure linen, hem-stitched in the huckaback weave, size 15x22 inches, at 50c each.

Real Madeira, hand-embroidered tea napkins in a large assortment of good patterns, 14x14 inches, at \$6.75 a dozen.

Real Madeira lunch sets of 13 pieces, all done by the needleworkers of Madeira, \$4.75 a set.

Hand-embroidered, hemstitched Irish linen pillow cases, 22 1/2 x 36 inches, at \$5 a pair.

(First Floor, Chestnut)